

1 [programming said computer to store a data portfolio, said data portfolio
2 comprising one or more identification data of financial securities, to receive and process
3 news items related to said financial securities in said data portfolio, said news items
4 comprising financial data, to respond to instructions associated with a television signal,
5 said television signal comprising one or more units of television programming with
6 each unit having an associated news item identification datum, and to present received
7 programming in predetermined fashions or in fashions determined at said financial
8 data network receiver station;]

9 displaying at one of said output devices a television program that promotes a
10 multimedia product or service;

11 inputting a [viewer] subscriber command;

12 controlling said receiver station to receive a signal in response to said [viewer]
13 subscriber command, said received signal comprising a signal which permits the
14 operation of the receiver station in a designated media operation;

15 [further] detecting the presence of two or more instruct-to-coordinate signals at
16 said receiver station, each instruct-to-coordinate signal [comprising] designating one or
17 more of:

- 18 (1) a portion of a multimedia programming signal to receive;
19 (2) a portion of a multimedia programming signal to communicate to a
20 memory location;
21 (3) a digital datum to record or play;
22 (4) a portion of a multimedia programming signal to communicate to a
23 processor;

1 (5) a portion of a television signal to communicate to a television
2 monitor or a television recorder/player;
3 (6) two portions of a multimedia presentation to communicate from
4 separate locations to an output device, with at least one of said
5 separate locations being a memory or storage location;
6 (7) a multimedia presentation graphic to generate; and
7 (8) a place to present some multimedia output; and
8 communicating one or more units of multimedia programming in response to
9 said two or more instruct-to-coordinate signals; and
10 [displaying] outputting multimedia programming at said [plurality of output
11 devices.] receiver station.

12 Please add the following claims:

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13 3. The method of claim 2, further comprising the step of programming said
14 receiver station to store a data portfolio, said data portfolio comprising one or more
15 identification data of financial securities, and to receive and process news items related
16 to said financial securities in said data portfolio, said news items comprising financial
17 data.

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18 4. The method of claim 2, further comprising the step of programming said
19 receiver station to respond to instructions associated with a television signal, said
20 television signal comprising one or more units of television programming with each
21 unit having an associated identification datum.

1 5. The method of claim 2, further and to process television programming or
2 multimedia programming received from a remote source and present said television
3 programming or multimedia programming in one or more predetermined fashions.

4 6. The method of claim 2, further comprising the steps of:
5 processing said subscriber command based on one of said one or more instruct-
6 to-coordinate signals; and
7 receiving or enabling some programming to be coordinated based on said step of
8 inputting and processing.

9 7. The method of claim 2, further comprising the steps of:
10 processing said viewer's or participant's reaction based on one of said one or
11 more instruct-to-coordinate signals; and
12 outputting some programming at a second output device based on said step of
13 inputting and processing.

14 8. ~~The method of claim 2, further comprising the steps of:~~
15 ~~processing said subscriber command; and~~
16 ~~communicating some information to a remote station based on said step of~~
17 ~~inputting and processing.~~

18 9. A method of communicating subscriber station information from a
19 subscriber station to one or more remote data collection stations, said method
20 comprising the steps of:

21 (1) inputting a viewer's or participant's reaction at a subscriber station;

1 (2) receiving at said subscriber station information that designates an instruct
2 signal to process or an output to deliver in consequence of specific subscriber input;

3 (3) determining the presence of said specific subscriber input at said
4 subscriber station by processing said viewer's or participant's reaction;

5 (4) processing an instruct signal which is effective to coordinate a multimedia
6 programming presentation based on a subscriber input at said subscriber station in
7 consequence of said step of determining; and

8 (5) transferring from said subscriber station to one or more remote data
9 collection stations an indicia confirming delivery of said instruct signal from said step of
10 processing or confirming delivery of said effect from said step of processing.

11 10. The method of claim 9, wherein said instruct signal is input by a
12 subscriber, said method further comprising the steps of:

13 storing a subscriber instruction to receive one or more specific mass medium
14 programs, data, news items, or computer control instructions; and

15 receiving one or more specific mass medium programs, data, news items, or
16 computer control instructions in accordance with said instruction.

17 11. The method of claim 9, wherein said instruct signal is input by a
18 subscriber, said method further comprising the steps of:

19 storing a subscriber instruction to process or present one or more mass medium
20 programs, data, news items, or computer control instructions in a specific fashion; and

21 processing or presenting one or more specific mass medium programs, data,
22 news items, or computer control instructions in accordance with said instruction.

1 12. The method of claim 9, wherein said information that designates a specific
2 subscriber input or said instruct signal is detected in an information transmission from
3 a data or programming source, said method further comprising the steps of:

4 programming a processor to respond to information communicated from a data
5 or programming source;

6 receiving an information transmission from a data or programming source;

7 inputting at least some of said information transmission to a control signal
8 detector;

9 detecting data or an instruct signal in said information transmission; and

10 passing said detected data or instruct signal to said processor.

11 13. A method of controlling a remote transmitter station to communicate
12 program material to a remote receiver station and controlling said remote receiver
13 station to process a receiver specific response, said method of controlling comprising
14 the steps of:

15 (1) receiving a unit of mass medium programming to be transmitted by the
16 remote intermediate mass medium transmitter station and delivering said unit of mass
17 medium programming to a transmitter;

18 (2) receiving one or more instruct signals at said remote intermediate mass
19 medium transmitter station, said instruct signals operate at the remote receiver station
20 to coordinate a multimedia programming presentation based on a response to
21 information contained in said unit of mass medium programming, and communicating
22 said one or more instruct signal to said transmitter;

1 (3) receiving one or more control signals at said remote transmitter station
2 said control signals control the communication of said unit of programming and said
3 one or more instruct signals between said transmitter station and said receiver station;
4 and

5 (4) transmitting from said remote transmitter station an information
6 transmission comprising said unit of programming, one or more instruct signals.

7 14. The method of claim 13, further comprising the step of embedding one of
8 said one or more control signals in said unit of programming before transmitting said
9 unit to said remote transmitter station.

10 15. The method of claim 13, wherein said unit of programming comprises
11 audio or text.

12 16. The method of claim 13, wherein said unit of programming is a television
13 program.

14 17. The method of claim 13, wherein said one or more instruct signals further
15 comprise some downloadable executable code.

16 18. A method of controlling a remote intermediate data transmitter station to
17 communicate data to one or more receiver stations, with said remote transmitter station
18 including a broadcast or cablecast transmitter for transmitting one or more signals
19 which are effective at a receiver station to instruct a computer or processor, a plurality
20 of selective transmission devices each operatively connected to said broadcast or
21 cablecast transmitter for communicating a unit of data, a data receiver, a control signal

1 detector, and a controller or computer capable of controlling one or more of said
2 selective transmission devices, and with said remote transmitter station adapted to
3 detect the presence of one or more control signals, to control the communication of
4 specific instruct signals in response to detected specific control signals, and to deliver at
5 its broadcast or cablecast transmitter one or more instruct signals, said method of
6 communicating comprising the steps of:

7 (1) receiving an instruct signal to be transmitted by the remote intermediate
8 data transmitter station and delivering said instruct signal to a transmitter, said instruct ^{same}
9 signal being effective at a receiver station to coordinate a multimedia programming
10 presentation based on a subscriber input;

11 (2) receiving one or more ^{same} control signals which at the remote intermediate
12 data transmitter station operate to control the communication of said instruct signal;
13 and

14 (3) transmitting said one or more control signals to said transmitter before a
15 specific time.

16 19. The method of claim 18, further comprising the step of embedding a
17 specific one of said one or more control signals in said instruct signal or in an
18 information transmission containing said instruct signal before transmitting said
19 instruct signal to said remote transmitter station.

20 20. The method of claim 18, wherein said specific time is a scheduled time of
21 transmitting said instruct signal or some information associated with said instruct
22 signal from said remote intermediate data transmitter station and said one or more